

Sylvia Warren (USA)

Host organization: salauno

Fellow position: Advisor to the CEO;

Commercial Director

Fellowship duration: 12 months

Degree: Statistics

Professional experience: 10 years



Summary: After nearly a decade working as a strategy consultant, Sylvia joined sala**uno** to support the CEO with the design and implementation of various strategy projects. Throughout the fellowship, her role evolved to focus on updating sala**uno**'s Strategic Plan for 2022-2025 and leading the commercial area that is responsible for the attraction and retention of patients.

The problem salauno aims to tackle

- Needless blindness in Mexico: ~77M people in Mexico have refractive errors that have not been corrected and ~16M have ocular pathologies, such as cataracts, glaucoma, and diabetic retinopathy
- In 80% of cases, blindness can be avoided or reversed

The solution salauno provides...

 Access to high-quality eyecare products and services – screenings, consultations, studies, glasses and contact lenses, pharmacy, treatments, and surgeries – via a network of 18 clinics and one surgical center in Mexico City

... contributing to the SDGs:





Opportunity for a Fellow

- Directly contribute to the health and well-being of
 >5,000 patients per month
- Bring together strategy and implementation skills to advance salauno's mission: give every Mexican the possibility to see well and transform their lives
- Learn more about the health sector in Mexico and the social enterprise model
- Work with a diverse team of doctors, nurses, optometrists, counsellors, and administrative staff members

"My experience as a Fellow...

I have learned a lot over the past year working at sala**uno**. After years of primarily developing health strategies for other organizations (my clients) to implement, I have seen firsthand the complexity of delivering highquality health products and services to hundreds of people each day. I have learned about the building blocks of excellent execution – such as having a clear plan, communicating consistently, following through – while directly contributing to the health and well-being of our patients."

- Sylvia

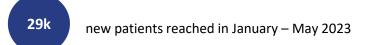


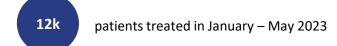


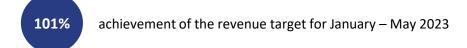
Sylvia's achievements...

- Designed and led key commercial and marketing initiatives, including: a strategic initiative to strengthen the counselling area of salauno, a four-week "sprint" to start 2023 on a strong foot, the mapping of potential partners per clinic, and the implementation of localized marketing efforts per clinic (e.g., flyers, posters, audio announcements, etc.)
- Re-structured the commercial area to fill gaps, increase role clarity, and enable more collaboration
- With the CEO, led the process to update salauno's Strategic Plan for 2022-2025, including facilitating a two-day workshop with ~30 directors and managers and doing consultations with all members of the salauno Board
- Developed the revenue budget for 2023 via a collaborative process with clinics and commercial managers and determined and implemented price changes

... contributing to salauno







Sylvia's next challenge

Continue working at sala**uno** as Director of Patient Attraction and Retention (Commercial Director).

© LGT Venture Philanthropy 2023